

OCT4/12 12.22  
\*\*\* WFLA-TV \*\*\*

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PROGRAM : DR OZ
CON COM1: DR OZ
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5

REP HEADLINE# 6363723  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT4/12 12.22  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/15	10/17	2		M,W	2
5			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$600.00	10/8	10/10	2		M,W	2
6			500P-530P PROGRAM : 5P NEWS CON COM1: 5P NEWS	30		\$900.00	10/29	10/30	2		M-TU	2
7			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$900.00	10/31	11/1	2		W-TH	2
8			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$1,200.00	10/29	11/1	4		M-TH	4
9			700P-730P PROGRAM : 7P NEWS CON COM1: 7P NEWS	30		\$1,000.00	10/29	10/31	3		M-W	3
OCT/12			\$3,600.00	NOV/12		16200.00						
CONTRACT TOTAL												19800.00
TOTAL SPOTS												23

MARKET TOTALS \$93,900 WFLA 21% WFTS 17% WTSP 38% WTVT 24% WTOG 0% WTTA 0% WMOR 0%  
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SHARES ACCURATE EXCEPT WTVT WHICH IS ESTIMATED

SVC- NSI  
 DEMOS- RA50+\*

McLaughlin & Associates - NY  
566 South Route 303  
Blauvelt NY 10913

Republican Party Of Fl/ R/ St Senate  
Submission Number 798 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Republican Party Of Fl/ R/ St Senate	Submission Cost:	19800	Campaign Ref:	E:063637230
Buyer:	Senate	Client/Product/Estimate:	/ / 551	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/08/12 to 11/04/12	Weeks:	4	Order Ref:	06363723
Est./PO Number:	06363723	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	3pack-Fark,sant,tobi	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/08	10/15	10/22	10/29	Total	Cost
1	M-F 7a Today Show MTWT...	03	900	30 Comme	Nbr of Spots				4	4	3600
2	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots			2		2	1200
3	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots				2	2	1200
4	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots		2			2	1200
5	M-F 4p Dr Oz M.W....	03	600	30 Comme	Nbr of Spots	2				2	1200
6	M-F 5p News MT....	03	900	30 Comme	Nbr of Spots				2	2	1800
7	M-F 530p News .WT...	03	900	30 Comme	Nbr of Spots				2	2	1800
8	M-F 6p News MTWT...	03	1200	30 Comme	Nbr of Spots				4	4	4800
9	M-F 7p News	03	1000	30 Comme	Nbr of Spots	2	2	2	3	3	3000
Weekly Totals: Total Spots(Ord Spots)						2	2	2	17	23	

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Original

<b>Client:</b> Republican Party Of FI/ R/ St Senate	<b>Submission Cost:</b> 19800	<b>Campaign Ref:</b> E:063637230
<b>Buyer:</b> Senate	<b>Client/Product/Estimate:</b> . / /551	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/08/12 to 11/04/12	<b>Weeks:</b> 4	<b>Order Ref:</b> 06363723
<b>Est./PO Number:</b> 06363723	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/08	10/15	10/22	10/29	Total	Cost
MTW....				Comme						
Weekly Totals: Total Spots(Ord Spots)					2	2	2	17	23	

Grand Totals										
Month 10 Weeks: 4					Month 11 Weeks: 4					
	10/08	10/15	10/22	10/29						
Spots	23	2	2	2	17					
Cost	19800	1200	1200	1200	16200					

Grand Totals: Spots: 23

Gross Total: 19,800.00  
Commission: 2,970.00  
Net Total: 16,830.00